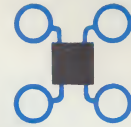


# DATA PROCESSING DIGEST, INC.



1140 South Robertson Blvd., Los Angeles, California 90035

EFFECTIVE IMMEDIATELY...

We shall purchase, pay for, examine from cover to cover 144 magazines (like those on the perforated sheet) plus vital books, reports and bulletins. We shall then study every single article affecting the field of electronic data processing, select those that have a real message,

AND SEND DIRECTLY TO YOU...  
a professionally-digested summary of the key points of each such article. And we guarantee doing all this for you for less than 10¢ a day!

By using the enclosed subscription card, you can begin this service with the issue of your choice with a GUARANTEE OF REFUND if Data Processing Digest does not satisfy your information needs.

Every single month --since 1955-- we have been providing this time-saving service for EDP officials numbering in the thousands. Our 340 monthly hours of detailed research and evaluation reduce the paper mountain of EDP material into a practical working tool which keeps you up-to-date in 30 minutes of reading.

The editorial staff of DPD sifts through all the significant material at the time it first appears in print, then reports back to you in as few words as possible. You get every bit of "wheat" without the useless "chaff" because Data Processing Digest is just that...a digest.

You know from your own experience how an orderly, well-planned report speeds up necessary reading. That is why the Digest's brief articles are classified into major areas of information. Together, they cover the entire range of EDP experience, as it occurs.

Articles are briefed into a complete picture of key thoughts with no extraneous details to slow your pace. Sources, dates, authors and page numbers are included should you wish your secretary to obtain a copy of the entire article for you.

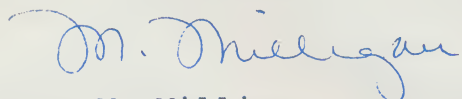
In fact, Data Processing Digest is so usefully put together that you will surely breeze through it in half-an-hour each month. But if that half-hour helps you locate just one crucial fact or example to set your own mental wheels in motion, you will surely have benefited far beyond the modest cost of the subscription and investment of your time.

NOTE: Data Processing Digest accepts no advertising in order to maintain a completely impartial position when reporting to you on obsolescence, new equipment, conversion techniques and like critical matters.

As with all EDP executives, your "routine" decisions can often involve many thousands of dollars saved or lost. Certainly, within the next 12 months you will be called upon to lay the groundwork for a major data processing action. Faced with similar responsibilities, subscribers in business, government and education --throughout the world-- have come to rely on their monthly Data Processing Digest report.

It is sound business sense to keep up-to-date on important developments in this vital field. It is mandatory to save your valuable time for creative work and not waste it in endless search for information. These two business facts make Data Processing Digest your invaluable working tool. We urge you to let it begin helping you now!

Cordially,



M. Milligan  
Publisher

## YOUR SPECIAL DPD BONUS

As a BONUS for subscribers, DPD commissions special in-depth articles and series dealing with critical EDP problems. These are written by top experts to give you practical working applications in areas where information is sorely needed and is not being published elsewhere. The 14-article special "Data Processing . . . practically speaking" is an example of this additional Data Processing Digest service. The referenced series, which began in our April 1966 issue, covers the range of problems involved in third-generation conversion.

## HOW EXTENSIVE IS COVERAGE?

In the course of one year, DPD will digest vital articles in all areas of EDP for management and personnel. We have summarized the contents of 12 issues into various categories in the following table. Remember that—regardless of category—the bulk of these articles are of definite value and use to everyone in EDP.

Management	159 articles
Information Scientists	26 articles
Programmers	109 articles
Operators	27 articles
Management Scientists	32 articles
Computing Service Operators	19 articles
Bankers	33 articles
System Analysts & Designers	150 articles
Equipment Manufacturers	21 articles
Accountants & Auditors	33 articles
Education Administrators	26 articles
Data Processing Managers	68 articles

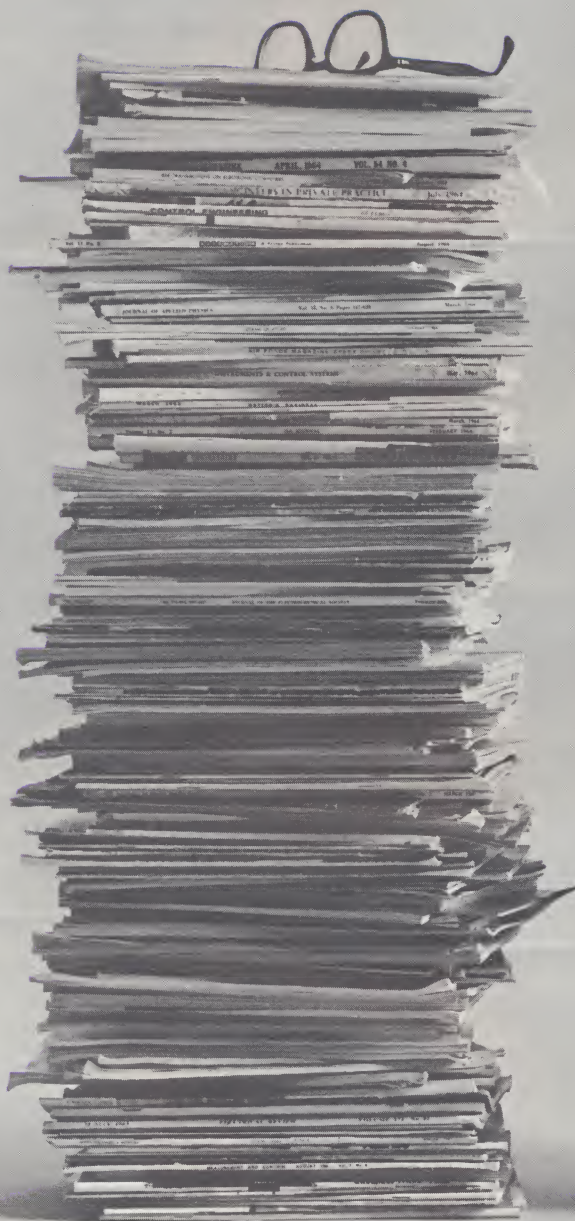
## PLAN AHEAD!

Your company may not yet need, or now be using, automatic data processing. However, with the rapid increase in business information and operation requirements, the necessity to automate may arise almost overnight. The best way to be prepared for such an event is to accumulate usable information, minimizing the confusion and pressure involved in tackling a new system. Data Processing Digest can keep management and key personnel informed against such an emergency.



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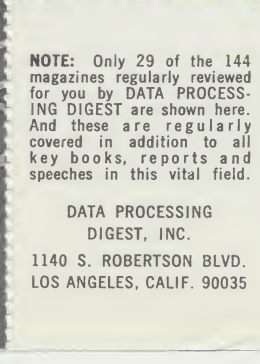
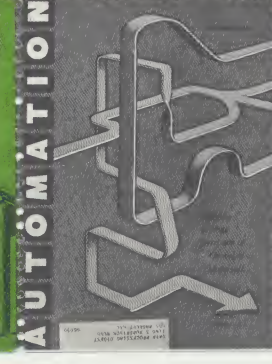
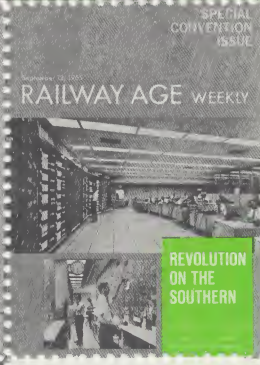
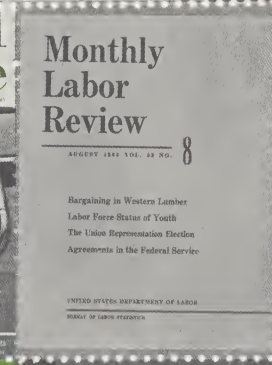
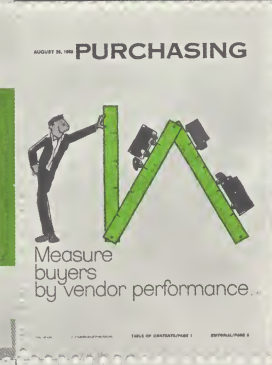
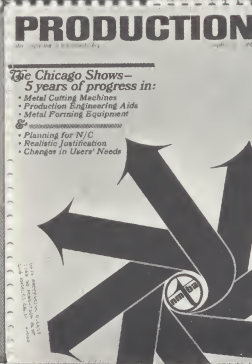
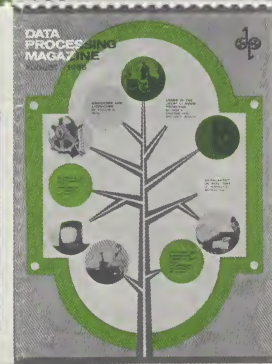
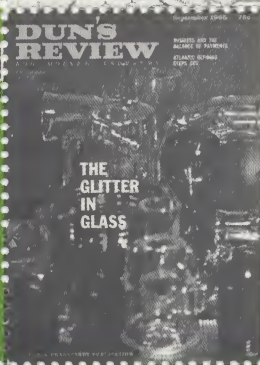
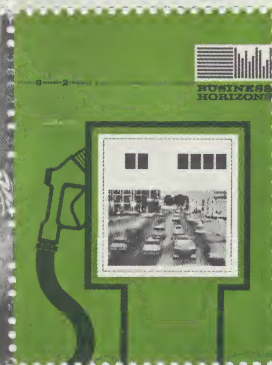
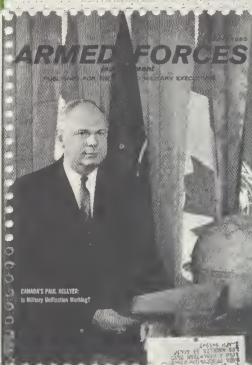
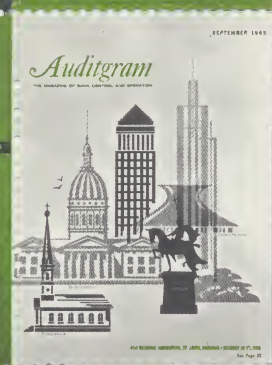
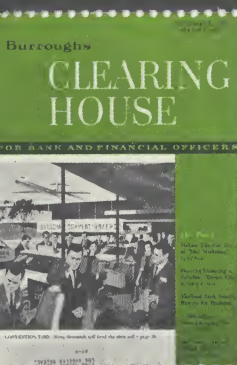
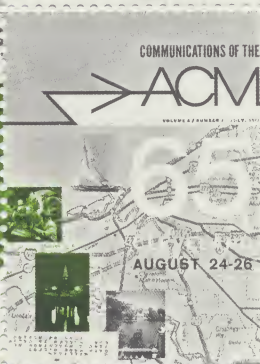
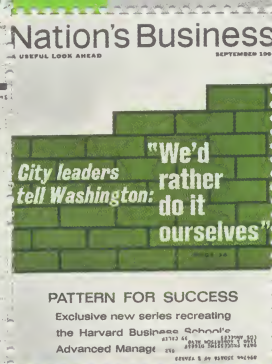
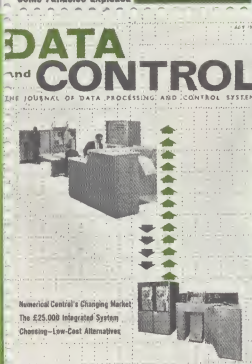
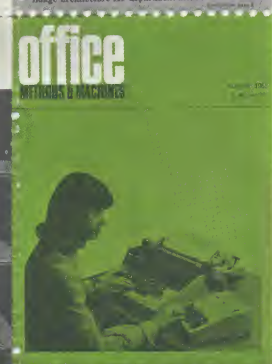
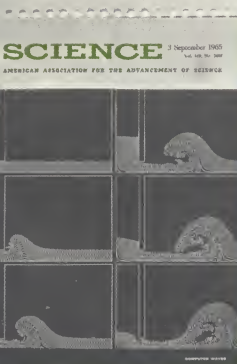
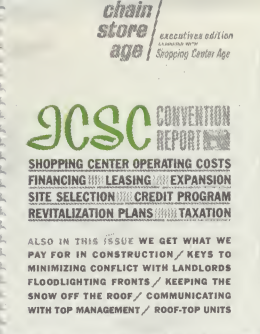
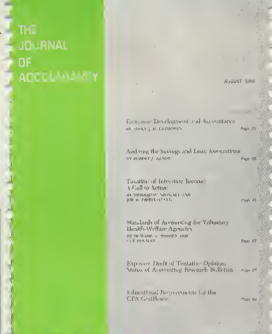
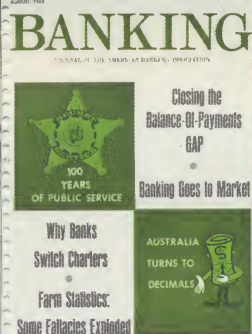
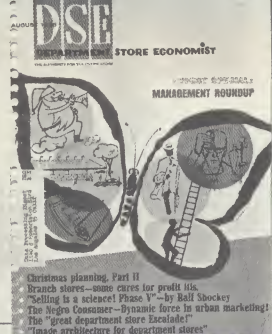
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and report  
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DATA PROCESSING DIGEST





NOTE: Only 29 of the 144 magazines regularly reviewed for you by DATA PROCESSING DIGEST are shown here. And these are regularly covered in addition to all key books, reports and speeches in this vital field.

DATA PROCESSING DIGEST, INC.  
1140 S. ROBERTSON BLVD.  
LOS ANGELES, CALIF. 90035





## GUARANTEE

If you — at any time — find that you are not 100% satisfied with your subscription to Data Processing Digest you can receive an immediate and unquestioned refund on the unused portion.

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The first of the DPD-commissioned 14-article series "Data Processing . . . practically speaking" appeared in the April 1966 issue and subscriptions may be pre-dated so that you will receive all articles to date.

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